

**CITIZENS' REVENUE REVIEW AND ECONOMIC COMPETITIVENESS  
COMMISSION**

**MEETING MINUTES FOR  
THURSDAY OCTOBER 21, 2010, AT 5:30 P.M.  
COUNCIL CHAMBERS  
CITY ADMINISTRATION BUILDING  
202 C STREET, SAN DIEGO, CALIFORNIA**

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Chair Bob Nelson noted a quorum was present and called the meeting to order at 5:31 PM.

Commissioners Present: Bonanno, Gin, Morton, Nelson, Singh.

NON-AGENDA PUBLIC COMMENT

COMMISSIONER COMMENT

CITY ATTORNEY, IBA, CITY AUDITOR COMMENT

ADOPTION AGENDA

- Dr. Singh motioned to approve the minutes for July 14, 2010, July 29, 2010, and September 23, 2010, seconded by Mr. Morton.
- All present voted in favor of approval.

ACTION ITEMS

**ITEM-I Discussion/Approval of Draft Report Sections**

- a) Revenue Audit
- b) Citizen's Survey
- c) Economic Competitiveness
- d) Revenue
- Commissioner Comments on Draft Report

- Mr. Nelson: IBA might consider looking at other cities “best practices” for economic competitiveness.
- Ensure report captures concerns of all communities within the city. Many discussions have focused on downtown and Torrey Mesa areas, but want to make sure other parts of the city are included as well.
  - Dr. Standifird: Many of the quality of life issues apply to the entire city (even though they might emerge from certain areas).
  - Mr. Bonanno: Cutting services/programs has not been thoroughly addressed. However, requesting cuts admittedly goes against the nature of interested citizens speaking to the commission.
  - Dr. Gin: Reiterated the reality that the commission was not asked to deal with spending issues. He questioned whether it is appropriate to add commentary to the report on which programs/services should be cut.
  - Mr. Moser: Thinks the city’s budget gap results from overspending, not under taxation. Believes this issue should be noted in the report, as it was addressed several times by the commission.
  - Dr. Singh: The citizen’s survey data can be used to help prioritize service areas in which citizens may support cuts.
- Spending Cuts
  - Pg. 21-22: attempted to relay the fact that services will need to be cut as well as finding new sources of revenue.
  - Page 2 of “About the Commission” – expand upon “spending issues...”
  - Dr. Standifird recognized the difference of opinions on the commission in regards to taxes.
  - Mr. Bonanno: Many of the commission’s suggestions “chip away” at budget gap, but are not going to make a big enough difference.
    - Offered to write something, and Mr. Nelson suggested adding to page 20.
- Linkage Fees
  - Commission agrees that leaving the fees at current rates is the best decision.
  - Dr. Gin motioned to make a recommendation to leave linkage fees as they are, seconded by Mr. Bonanno. All present voted to approve.
- Business location decisions – p. 15 of draft
  - Dr. Gin will look up a source for this information.
- Revenue section is not yet completed, but framework has been outlined.
  - Will take out commentary on statewide revenue sources.
  - Miramar Landfill: If the Miramar landfill is contracted out, it reduces expenditures, but also eliminates the ability to gain revenue.
  - Discussion about fees, then taxes. Residents support fees before taxes.
  - Different types of taxes will all be discussed with analysis. Lots of testimony on TOT.

- Beach/Bay Parking and issue with Prop C and whether fees could be collected.
- Other Commissioner Comments:
  - Mr. Morton: Focus on what the City Council can implement quickly, as opposed to which measures the voters would need to approve.
  - Dr. Gin: Commission does not necessarily need to prioritize items on the competitiveness side—they all could be adopted. Thus, focus should be on prioritizing the revenue options.
  - Mr. Morton: Cradle-to-permit and automation should be top priority.
  - Dr. Singh: Felt the report is much improved.
  - Dr. Gin: Likes the grouping/clustering by topic area of recommendations.

Next meeting is November, 9<sup>th</sup>, 2010.

Meeting was adjourned at 6:29

Chair Bob Nelson